

INTERMEDIATE INSERTION TYPE OF INTERNET ADVERTISING METHOD

| | |
|--------------------|--------------------|
| Application number | KR 10-1999-0035935 |
| Application date | August 27, 1999 |
| Publication number | KR 10-1999-0078982 |
| Publication date | November 5, 1999 |
| Applicant | Webtizen, Inc. |
| Inventor | Kang, Hee Seung |

Abstract

The present invention relates to an Internet advertising method comprising building a database for each of relevant advertisement pages and relevant web sites according to a search keyword entered by a user; if the user enters the search keyword, retrieving the relevant advertisement page having the keyword from the database to render the relevant advertisement page on a full screen temporally prior to rendering the relevant web site corresponding to the search keyword; and after finishing the rendering of the relevant advertisement page, rendering the relevant web site corresponding to the search keyword. Since the intermediate insertion type of advertising method according to the invention renders the advertisement page on a full screen to get the users' attention, good advertising effect can be obtained. Further, by rendering the advertisement relevant to the keyword entered by the user right before connecting the relevant web site, it is possible to obtain the effect of the target advertising. In addition, since the intermediate insertion type of advertising is similar to that used in TV programs, it is advantageous that the users are familiar with the advertising method.